



GMR Web Team Healthcare Practice Growth Partner

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An Overview

Dive into the GMR Web Team Brand Kit! This guide unlocks your access to our core visual identity — logos, colors, fonts, and imagery. Use them consistently to build a strong, recognizable brand that communicates credibility, expertise, and trust across every healthcare marketing touchpoint. Let's create something impactful together!

Brand Colors

PRIMARY COLOR

#1d4b7f

HEX #1d4b7f
RGB 29, 75, 127
CMYK 77%, 41%, 0%, 50%

TINTS



80% 60% 40% 20%

SECONDARY COLOR

#fd4f51

HEX #fd4f51
RGB 253, 79, 81
CMYK 0%, 69%, 68%, 1%

TINTS



80% 60% 40% 20%

Font Pairings

PRIMARY

Open Sans

Display and Headlines

This is sample text.

Bold 700

This is sample text.

Regular 400

This is sample text.

Italic 400i

SECONDARY

Open Sans

Body and UI

This is sample text.

Bold 700

This is sample text.

SemiBold 600

This is sample text.

Medium 500

This is sample text.

Regular 400

This is sample text.

Light 300

Our Logos

ICON MARK



FULL LOGO



The GMR Web Team logo is available in full-color and monochrome formats. Use the standalone icon mark only where space is limited. Never replace the full logo with the icon in primary applications.

Logo & Usage

✓ DO



Full-color logo on white background



White logo on secondary brand color background



White logo on primary brand color background



White logo on dark background

✗ DON'TS



Don't use low-contrast backgrounds that reduce legibility



Don't use off-brand or unapproved colors



Don't place the logo on gradient backgrounds



Don't stretch, skew, or distort the logo in any direction



Don't rearrange or separate elements of the logo



Don't recreate the logo in colors outside the approved palette

Summary

This guide empowers anyone collaborating with GMR Web Team — from designers to marketers — to accurately represent our brand. We will keep this kit updated as our visual identity evolves, so check back for future enhancements. For any questions or suggestions, please reach out using the contact information below.



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